

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – National Voters' Day 2014 – Celebrations on 25-01-2014 – Insertion of Advertorial on 25-01-2014 – Payment of bill of Rs.13,00,000/- to M/s Pamm Advertising & Marketing, Hyderabad towards the cost of Advertisement regarding Awareness and Publicity Campaign in all editions of Sakshi Telugu daily news papers on 25-01-2014 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 1177

Dated:24-03-2014

Read the following:-

1. G.A. (Elecs.E) Dept. Lr.No. 3577/Elecs.E/A2/2013-48, dt: 24-01-2014 .
2. G.A. (Elecs.E) Dept. Lr.No. 3577/Elecs.E/A2/2013-60, dt: 28-02-2014 .
3. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No. PH/2014/01/22, dt.31-01-2014.
4. G.O.Rt.No.730, Fin. (Expr.GAD-I) Dept., dt:12-03-2014.

ORDER:

In the Government letter 1st read above, the General Manager (Mktg.), M/s Pamm Advertising & Marketing, Hyderabad have been requested to insert full page Advertorial in connection with NVD in all editions of Sakshi news paper in black & white in Andhra Pradesh at a cost of Rs.10.00 lakh on 25-01-2014 as agreed by the Sakshi authorities and the same has been modified for the cost of Rs.13.00 lakh towards the advertisement cost for the advertorial published on 25-01-2014 instead of Rs.10.00 lakh as the agency has published advertorial in colour with an attractive layout at an exclusive rate and requested to issue a release order with the amended rate vide Govt. letter 2nd read above.

2. Accordingly, the Agency has inserted advertisement in all editions of Sakshi Telugu daily news paper in Andhra Pradesh on 25-01-2014 and requested for payment of Rs.13,00,000/- in the reference 3rd read above.

3. After careful examination, Government hereby accord sanction for payment of **Rs.13,00,000/-** (Rupees thirteen lakhs only) to the General Manager, (Mktg.) M/s Pamm Advertising & Marketing, Hyderabad towards the cost of inserting the full page colour advertorial in all editions of Sakshi Telugu daily news paper in Andhra Pradesh on 25-01-2014 to enable the public to participate in the National Voters' Day celebrations at all the Polling Stations in the State.

4. The expenditure sanctioned in para 3 above shall be debited to **"2015 Elections - MH 104 Charges for Conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses"** and shall be met from the additional funds provided vide G.O. 4th read above

(Contd...2...)

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (3) above and credit in favour of **“Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 4th read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHR PRADESH)

BHANWAR LAL
CHIEF ELECTORAL OFFICER & E.O
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Manager, Pamm Advertising & Marketing, Hyderabad

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER